

Social Media Ideas

OVERVIEW

ASA National Staffing Employee Week is an opportunity to recognize your temporary and contract workers in fun and exciting ways on social media while highlighting your business' ability to provide qualified talent to clients.



RECOGNIZE

Put employees at the center of your campaign.



CONNECT

Link individual stories to client and business impact.



ENGAGE

Give audiences a clear way to discuss, comment, and share.

MATCH THE STORY TO THE PLATFORM

PLATFORM	BEST FOR	POTENTIAL FORMATS	POTENTIAL IDEAS
 LinkedIn	Professional Stories; Business Impact	 Videos (1080 × 1350 pixels), carousels, documents	Employee profiles, case studies where talent helped a client
 Facebook	Shareable Milestones	 Videos (1080 × 1350 pixels), carousels, static graphics	Employee profiles, photos from office celebrations
 Instagram	Storytelling and Fun Posts	 Videos (1080 × 1920 pixels), carousels, Stories	Employee stories, fun tips for job seekers from employees, videos of celebrations
 TikTok	Storytelling and Fun Posts	 Videos (1080 × 1920 pixels)	Storytelling, Get Ready With Me featuring employees
 X	Quick Quotes and Links	 Images (1600 × 900 pixels)	Celebration quotes, Testimonials, quick tips



BEST PRACTICES

- ✓ Lead with people—make employees the heroes of your story.
- ✓ Use clear, authentic language and strong visuals.
- ✓ Include a call to action—invite comments, shares, or stories.
- ✓ Add captions, alt text, and follow accessibility best practices.
- ✓ Always get permission before sharing employee stories.



HASHTAG

Use the hashtag **#NSEW26** and you may be featured on ASA's social channels!